

18 November 2018

HSBC HONG KONG COMMUNITY FESTIVAL 2018*Over 500 youngsters appointed as Community Ambassadors**To help build a more inclusive society*

The HSBC Hong Kong Community Festival 2018 was held today, signifying the official start of the HSBC Hong Kong Community Partnership Programme for 2018. Over 500 youngsters were appointed today as Community Ambassadors to participate in community-based initiatives to help foster a more inclusive and harmonious society. Famous songwriting singer Phil Lam was invited to sing the theme song *“Bringing People Together”*, which has been rearranged with bright elements and an energetic rhythm.

The Honourable Matthew Cheung Kin-chung, Chief Secretary for Administration, The Government of the Hong Kong Special Administrative Region, co-officiated at the opening ceremony of HSBC Hong Kong Community Festival 2018 with Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited; Helen Wong, Chief Executive, Greater China, HSBC; Diana Cesar, Chief Executive, Hong Kong, HSBC; Laura Cha, Non-Executive Chairperson, The Hongkong Bank Foundation; Kennedy Liu, Vice-chairperson, The Hong Kong Council of Social Service; and Chua Hoi-wai, Chief Executive, The Hong Kong Council of Social Service.

Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited, said, “Hong Kong has a special place in the heart of HSBC, and we believe in the great potential that lies within the community and its people. Since 2012, through the HSBC Hong Kong Community Partnership Programme, we have been supporting the work of NGOs in more than 1,000 creative and meaningful community investment projects that bring people together and improve their quality of life. These initiatives have benefitted over 3.5 million individuals across 18 districts in Hong Kong. Today is a celebration of the great work by our charity and school partners and staff volunteers, who have contributed to fostering an inclusive and harmonious society.”

Continuing with the theme of “Bringing People Together”, the HSBC Hong Kong Community Partnership Programme 2018 has allocated HKD18 million to 50 district-based community initiatives across 18 districts in Hong Kong, to induce creativity and motivate participation for an inclusive and harmonious community. This year, over 500 students from 38 schools have been appointed as Community Ambassadors to serve the community. More than 480,000 people are expected to benefit from the programme.

Diana Cesar, Chief Executive, Hong Kong, HSBC, said, “At HSBC, we know our success is linked with that of Hong Kong. Many individuals in Hong Kong have been making a great effort to contribute to our society in different ways. This year, the HSBC Community Partnership Programme continues to enable participants from different walks of life, backgrounds and age groups to put their creativity into actions that bring sustainable and positive impact. The Programme has only been made possible because of these committed individuals and organisations. We would particularly like to thank The Hong Kong Council of Social Service, our many NGO partners and incredible HSBC volunteers.”

Kennedy Liu, Vice-chairperson, The Hong Kong Council of Social Service, said, “The programme adds positive energy to the entire Hong Kong community. By connecting an array of community groups, people are becoming more engaged in the community and reciprocity among them benefits everyone. The programme also mobilises district organisations, young and old volunteers across 18 districts to build social capital, thereby extending positive impact to every corner of the community.”

This is the second year the HSBC Community Partnership Programme has extended into the Pearl River Delta. Following from last year’s success, a programme similar to the HSBC Community Festival will be held in Guangzhou and Foshan in mainland China. HSBC Community Partnership Programme has now reached 14 cities and over 350 communities. Since 2013, it has sponsored about 1,300 community projects, benefitting over 5 million people.

Five awards in the HSBC Hong Kong Community Partnership Programme 2018 were presented at the opening ceremony in recognition of outstanding initiatives by the Programme’s charity partners. The award winners are as follows:

Outstanding Community Project Award	Hong Kong Children and Youth Services – “Support, Connect, Wellness” Triathlon Training Project
Outstanding District Efforts Award	Shatin
Outstanding Collaborative Partnership Award	Hong Kong Playground Association – Vocational Track 2018 – Future Skills training for YNDs
Outstanding Creativity Award	The Incorporated Management Committee of Rhenish Church Grace School – Grace Discovery Uniqueness in Abilities
Outstanding Participation Award	Tung Wah Group of Hospitals – Relaxed Life for the New Generation

A wide range of performances and experiences were available to the public at Chater Road and across Hong Kong’s 18 districts, including harmonica performance, lion-dance band show, busking, dancing for inclusion, children’s band performance, etc. Visitors were invited to experience a variety of activities, such as visual-reality biking competition in Central, chess games, floral and butterfly workshops, playing rugby and kin-ball, and an inclusive playground for all children including those with visual and hearing impairment.

Since its launch in 2012, the HSBC Hong Kong Community Partnership Programme has been supported by the Home Affairs Department, the Social Welfare Department and HKCSS. These initiatives cover two main themes, Future Skills and Health, with the aim of addressing local needs and creating a sustainable impact in the community. Up to 2018, the Programme has funded over HKD120 million, supporting more than 1,000 projects and benefiting over 3,530,000 people in Hong Kong. HSBC once again appointed the HKCSS this year to administer the applications and monitor the funded projects.

To find out more about “HSBC Hong Kong Community Partnership Programme”, please visit: <https://www.communitypartnership.org.hk>

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Event Photos:
Photo 1



The Honourable Matthew Cheung Kin-chung, Chief Secretary for Administration, The Government of the Hong Kong Special Administrative Region (5th from right), co-officiates at the opening ceremony with Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited (5th from left); Helen Wong, Chief Executive, Greater China, HSBC (2nd from left); Diana Cesar, Chief Executive, Hong Kong, HSBC (3rd from right); Laura Cha, Non-Executive Chairperson, The Hongkong Bank Foundation (4th from right); Kennedy Liu, Vice-chairperson, The Hong Kong Council of Social Service (4th from left); Janice Tse, Director of Home Affairs, The Government of the Hong Kong Special Administrative Region (2nd from right); Helen Kwok, Assistant Director (Youth & Corrections), Social Welfare Department, The Government of the Hong Kong Special Administrative Region (3rd from left); Chua Hoi-wai, Chief Executive, The Hong Kong Council of Social Service (1st from right) and Zhang Huifeng, Head of Corporate Sustainability, Asia-Pacific, HSBC (1st from left).

Photo 2



Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited officiates at the opening ceremony of the HSBC Hong Kong Community Festival 2018.

Photo 3



Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited (1st from left); Helen Wong, Chief Executive, Greater China, HSBC (2nd from right); Diana Cesar, Chief Executive, Hong Kong, HSBC (2nd from left) and artist Phil Lam (1st from right) host the HSBC Volunteer Rally at the HSBC Hong Kong Community Festival 2018 and enjoy a selfie moment on stage.

Photo 4



Artist Phil Lam performs at the HSBC Hong Kong Community Festival 2018, including the theme song “Bringing People Together”.

Photo 5



HSBC volunteers pose in front of the HSBC Hong Kong Community Festival 2018 tram.

Notes to Editors:

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves our customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from approximately 3,800 offices in 66 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,603bn at 30 September 2018, HSBC is one of the world's largest banking and financial services organisations.

The Hong Kong Council of Social Service

The Hong Kong Council of Social Service (HKCSS) is a federation of non-government social service agencies of Hong Kong. The Council represents more than 460 Agency Members, providing quality social welfare services through their 3,000 operating units in Hong Kong. We are committed to build a social service sector that is highly accountable, efficient, effective and responsive to social needs, upholding the long-term sustainable development of society and the well-being of our citizens.

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